

**WEB-TO-PRINT
ONE-TO-ONE MARKETING
VARIABLE-DATA PRINTING**

Thinking about one-to-one marketing? ...then imaginePDF

imaginePDF



software created by
OnPro Digital, LLC



Imagine your business with the tools for web-to-print and variable-data processing. A long-awaited solution is now within reach!

Jump-start your strategy to join this industry revolution... If you don't, your competition most certainly will.

Visit our website for more information...see online demos and animations to easily understand how to use imaginePDF.



Providing digital solutions to the printing industry since 1995.

www.imaginePDF.com

Fast & Convenient for You and Your Customers

Store Setup

Using our advanced iStore builder, we will quickly set up an on-line store which you can link into from your site or embed in a frame of your current website. The store will be branded with your look and feel. It comes with features such as key-word search, custom menuing options, product categories, credit card & PayPal processing, shopping cart, reporting, and many, many more features.



Product Setup (variable text, images, business rules, etc.)

We are developing a product called iBuilder which will enable uploading of your current PDF templates & configure them yourself for ordering by your customers. Until iBuilder is complete, we'll setup the products for you based on your specs for the dynamic content and rules indicating what appears where & when. imaginePDF has 100+ attribute settings including alignments, fonts, colors, sizing, rotation, etc.



Customer Setup

Your customers will find it very easy to register and begin using your site. You control the data elements which are collected during registration so all relevant information is captured. If you already have an established customer database, you also have the option of uploading that data to our servers to pre-populate your customer list and thus prevent them from having to re-register.



Configuration & Ordering

After selecting the desired product(s), your customers will be prompted to enter any information that you require for product configuration. Field elements can be pre-populated with the customer's own data. As the data is entered or modified, the customer will see an immediate simulation of the proof with each keystroke. This preview will give them an idea of what the impending PDF proof will look like.



Real-time PDF Proof (rendering & approval)

After your customers enter and/or confirm accuracy of all data entered, they will be prompted to click "Preview PDF Proof". This will immediately take their variable data and merge it with your product template & business rules to generate a new PDF proof just for them (you can require approval prior to printing). This is the real-time enabling of one-to-one marketing and immediate web-to-print realization.



Processing & Fulfillment

We provide a robust interface to process & fulfill all orders. You or your printer can look at orders and check each line-item as it's processed. Each line-item will have already generated a print-ready PDF proof which can be downloaded & printed. We are partnering with Creo, Xerox & PODi to be compatible with .VPS, VIPP & PPML. This will enable caching of static content on a digital printer to optimize RIP speed.



Database Uploads (for mass variable proofs)

In addition to customers entering data and creating individual PDF proofs, you can also generate a mass volume of PDF proofs each containing variable text & images. If you have such data attributes, you can encapsulate business rules around the data values and have imaginePDF generate a unique PDF proof for each data record. This is great for one-to-one marketing campaigns and any variable content project.



imaginePDF Features List

To stay competitive with variable-data processing, you need a solution with the right features. The imaginePDF feature list grows continuously as we gain new business customers and partner with more companies. The diagram below shows the high-level options and plans available.

	Pay As You Go	Low Volume	Moderate Volume	High Volume
Administrative				
5 Gb of disk space and more optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hosted by OnPro Digital, LLC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cache static content on digital printers via .VPS, VIPP & PPML	soon	soon	soon	soon
Uploads of data for mass proof generation of variable content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Upload & edit PDF file via a web-browser	soon	soon	soon	soon
Store Features				
Online orders	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Key-word search	extra	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Shopping cart	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Easy reordering	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Product Categories	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom menuing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Payments by credit card, PayPal available for additional charge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-population of customer data	extra	extra	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Site reporting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Order processing & fulfillment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Image uploads by you and your customers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Real-time PDF proof generation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Workflow approval process	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free custom site design	extra	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Template / Product Configuration				
Control font color, style, size, etc.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Control vertical & horizontal alignments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Control relative grouping of elements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Edit text & images within PDF templates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Swap & resize images	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Relative or absolute (x,y) positioning of elements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rotation of text & images	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Control leading and offset values	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

If you have a suggestion relating to an additional feature, please let us know... We'd welcome your input.

imaginePDF Pricing Model

The pricing shown on this page is what a typical project is charged...however, OnPro Digital reserves the right to adjust pricing for more complex projects. We realize that our success depends 100% on our partnership with you. If you succeed, then we succeed too.

Choose the imaginePDF plan that best matches your needs. If one of the plans listed below does not match what you are looking for, then we will customize a plan for your business.

Plan	Monthly Charge	Line Item Orders Included		Cost Per Additional Line Item Order	
		Variable	Static	Variable	Static
Pay As You Go	\$ -	0	0	\$ 1.90	\$ 0.15
Low Volume	\$ 180.00	100	300	\$ 1.75	\$ 0.15
Moderate Volume	\$ 825.00	500	1,500	\$ 1.10	\$ 0.10
High Volume	\$ 1,250.00	1,000	3,000	\$ 0.85	\$ 0.08
Call for add'l pricing	call	more than 1,000	more than 3,000	call	call

Additional Costs

Fonts	The cost of font license(s) required for your template(s). We can provide a list of the fonts we currently offer which you can use at no cost.
Image Uploads	Included in the plan pricing above.
Disk Space	1Gb Free. \$5/month for each additional Gb.
Credit Card Gateway	\$50/month for the ability to process credit card authorizations.
Setup Costs	Free with annual contract. \$200/site with quarterly contract or <i>Pay As You Go</i> plan.
Data Uploads	If your business would like to upload data files containing multiple records (each record producing a unique proof), we can set up the options for you. You can use the data fields within each record to create a variable proof (one-to-one marketing for example). The pricing for this must be discussed with an account representative from OnPro Digital as each job will be unique. However, once set up, these jobs can be easily run on a regular basis.

Product Template Setup Pricing (for your variable-data products)

Number of variables	One time charge	Notes
1-5	\$100	(1) All graphics, layout, text, and business rules (for determining what goes where and when) must be provided by you.
6-10	\$175	
11-15	\$250	
16+	call	(2) Pricing is based on standard 1-2 page templates (business cards, postcards, brochures, etc.). These proofs generally do not exceed 1-2 MBs in size. Larger multi-page documents in excess of 5 MBs in size will require additional setup as both low-res and hi-res proofs must be created. This will result in additional setup and monthly processing charges which are determined on a case-by-case basis.

Note: This is the pricing model as of October 1st, 2006 and is subject to change at any time by OnPro Digital, LLC.

Further questions related to the pricing or product functionality should be directed to:

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